

Category	Competencies	VT Framework Standard(s)
Professional Knowledge 1	3.0.1 Distinguish between different forms of media and their specific applications.	5.30, 1.21, 5.14
Professional Knowledge 2	3.0.3 Demonstrate basic understanding of various careers and their job descriptions in media companies including: publishing, newspapers, magazines, new media production, advertising, and public relations firms, Internet news outlets.	3.15
Professional Knowledge 3	3.0.4 Exhibit an understanding of the business and economic factors that determine or influence programming, content, and distribution within the communications industry.	6.16, 5.14
Professional Knowledge 4	3.0.9 Exhibit how a general knowledge of the basic academic disciplines, current events, music, geography, arts, basic business/marketing, and mass communications impact the journalism/broadcasting/film industry.	5.14
Professional Knowledge 5	3.0.2 Use terminology associated with the journalism, printing, electronic/digital communications	1.17
Professional Knowledge 6	3.0.6 Exhibit knowledge of the history of printing & publishing, journalism, the internet and new media, and their roles in society of printing and its transformation from traditional to digital imaging.	5.1, 5.14
Design & Produce media products	Work with clients to define their needs in the production of media products. Identify project scope, output, production and schedules.	
Design & Produce media products	3.1.7 Write a plan based on format and production assignment including budget, storyboard or outline, equipment, and time restrictions.	2.14
Design & Produce media products	3.1.5 Create a media project including: selection / development of copy, selection/conceptualization of graphics, application of elements for graphic design, editing/revising, development of organizational structure, proofreading, and application of style.	1.5, 1.6, 1.16, 1.21
Design & Produce media products	4.2.2 Apply layout processes for the following: text alignment, column grids according to job specifications, proofreading using proofreader's marks, pagination, margins, formatting, gutters, leaders and headers, type size, and typefaces.	5.24
Develop content for media products	3.1.3 Write copy for print or new media utilizing knowledge and understanding of audience; organization of research; use of transitions; writing to meet deadlines (with emphasis on efficiency and speed; slant and emphasis (i.e., feature, editorial news, etc.; application of appropriate style guide; proofreading and copy-editing; scripts for audio, video, or film productions; and note-taking skills to capture precise language of sources for use in direct quotations. ,3	1.19, 1.5,1.6, 1.8
Develop content t for media products	4.2.1 Design artwork and size for layouts including brochures, newsletters, flyers, web pages and other new media and publications.	5.15

Develop content for media products	3.1.6 Write promotional materials, standard public service announcements, commercials/ads, press kits, and advertising tags. 3	1.1
Develop content for media products	3.1.1 3.1.. 2 Write news stories, feature articles, press releases, editorials Develop investigative leads; conduct research through interviews , records of observations, background searches verification of information,. Submit work for editorial review and publication	2.1
Developm content for media products	Develop and produce intellectual content, (creative writing, artwork, technical writing, animation, ) that is suited to and intended for editorial review and publication.	
Apply media production technology	4.1.1 Demonstrate the ability to operate the computer and related peripheral devices (printers, cameras, scanners, etc).	5.15
Apply media production technology	4.0.12 Demonstrate use of word processing, database, spreadsheet, multimedia software, and Internet resources in the planning, organization and production of media projects.	1.16
Apply media production technology	Identify industry standard equipment, hardware and software within the desktop publishing and electronic publishing industries. Define functions and relationships between equipment, hardware, and software	1.215.15
Apply media production technology	4.1.4 Demonstrate preparation, reproduction, and finishing of a multi-page document, use basic desktop publishing equipment and software use digital capture devices such as scanner and internet, crop and scale photographs and line art electronically, apply knowledge of printing processes to evaluate the print quality, make suggested adjustments, and apply knowledge of finishing processes.	
Apply media production technology	4.1.4 Demonstrate development, publishing, and distribution of a multi-page or multi component new media product (web page, CD, DVD), use basic electronic publishing equipment and software. Include navigation elements, address cross-platform issues, and apply knowledge of electronic publishing.	
Apply media production technology	3.0.8 Exhibit knowledge of how image capturing and graphics design support the development of written and electronic presentations 4.2.3 Demonstrate how to prepare photographs and artwork for layout.	
employability	4.3.1 Access and process technical information from a variety of sources to support lifelong creative and critical thinking, problem solving, decision making, and communication.	3.15
employability	4.3.2 Display organizational skills including: following a work schedule, meeting deadlines, maintaining a clean and orderly work area, working on multiple tasks simultaneously, maintaining inventory, storing equipment in appropriate locations.	3.15
Ethics and Law	3.4.1 Identify ethical responsibilities and how they relate to the degree of influence the media has on individuals.	3.13, 5.14
Ethics and Law	3.4.3 Demonstrate ethical behaviors in what is written, spoken, or depicted.	3.13

Ethics and Law	3.6.3 Apply knowledge of copyright laws when using text, images, recorded materials, materials from the Internet, and oral materials.	
Safety	3.5.4 Apply appropriate safety standards, policies, and procedures. Comprehend the issues related to safety when working with equipment and while on assignment	3.5